KEVIN COLLINS

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EDUCATION

Northeastern University, Boston MA - 2010

Bachelor of the Arts, Communication Studies - Concentration in Media, 3.55 Major GPA, Cum-Laude

EXPERIENCE

NEW MEDIA ASSOCIATE, LEHIGH VALLEY IRONPIGS (PHILLIES AAA) ALLENTOWN,PA MAR '14 - OCT '14
2015 SEASON (TENTATIVE)

- Build brand through development, creation, and implementation of club's social media efforts on Facebook, Twitter, Instagram, and all other relevant platforms
- Daily content curation with postings on multiple channels
- Develop and maintain club's social media hub, PorkCenter while managing game-day interns
- Monetize social media efforts by using platforms to create additional marketing opportunities
- Tracking and reporting on social media data and metrics
- Maintain awareness of latest social media rules, guidelines, trends, and campaigns
- Oversee special and unique technology-based projects, including maintaining club's mobile app

SOCIAL MEDIA AND WEBSITE CONSULTANT (VARIOUS) 2014 - PRESENT

- Work with independent Law Offices to build an online and Social Media presence

FRONT OFFICE INTERN, TRENTON THUNDER (NY YANKEES AA) TRENTON, NJ JAN '13 - SEPT '13

- Assist in all aspects of the Front Office including Ticket Operations, Public Relations, Promotions, Stadium Operations, Merchandise, Production, and Baseball Operations
- Make daily sales cold-calls to promote specific ticket packages, group sales, and promotions
- Assist in the creation and editing of material for use in media guide, press releases, and other publications
- Distribute lineups and box scores to media, broadcasters, managers, and coaches
- Assist the Director of Public Relations with organizing all press conferences

ASSOCIATE PRODUCER/PROGRAMMING INTERN, WHYY-FM PHILADELPHIA, PA 2010-2011

- Associate producer duties and provide general support
- Coordinate with the executive producer and host to organize show content
- Arrange callers, schedule segments and guests, conduct pre-interviews, edit interviews and segments using ProTools

INTERN, THE PRESTON AND STEVE SHOW, 93.3 WMMR BALA CYNWYD, PA 2009

- Assisted air-staff during live broadcasts by providing up to the minute topical information based on the show's content flow
- Edited and uploaded daily podcasts for the WMMR website and recorded video for official website
- Responsible for keeping the show's log, which included recording and archiving air-checks and segments

INTERN, SPORTS RADIO 610 WIP BALA CYNWYD, PA 2009

- Pre-production for the Angelo Cataldi Show, while monitoring news outlets to gather real-time updates and content for air

PRODUCTION ASSISTANT/PRODUCER ESPN RADIO 1450, NORTHFIELD, NJ 2008

- Provided and participated in original content for on-air segments while acting as one of the show's Producers
- Created, scheduled, and oversaw promotional events and created content for website

SKILLS

- Social Media, Pro Tools, Mac, Windows, Office Software, Photoshop

REFERENCES

Professional and personal references happily provided upon request